



Smart car shoppers were happy to get cold shoulder from CMCC on Sunday

The credit department of the Caribbean Mercantile Bank gave the Aruban community the cold shoulder on Sunday, August 26, but it was a shoulder to lean on, as they “froze” car loan rates and payments for the first year after purchase. For one day only the bank offered special interest rates, so that instead of the usual 9% interest rates, new car buyers would only pay 7% on a five-year loan, and during the first year, each monthly payment would only be half of the required payment. Smart shoppers that had been in the market for a new car knew this would be the day to buy, and the Noord Branch of the CMB Bank was bustling with activity as every staff member of the bank was occupied with assisting customers in filling out loan applications.

From ATV’s to Suzukis, and every sort of model from tiny sub-compacts to massive pick-ups could be found, many accompanied by special deals from the distributors and contests, like the one from R.E. Yrausquin & Sons that offered a free trip to “freeze” on a cruise to Alaska. While parents did business inside the bank, children cooled off outside by playing with giant ice sculptures that eventually succumbed to the tropical sun and heat, but provided a chilling reception for most of the day.

Buying a new car in Aruba is not only an event for an individual family, but the entire island, as was evidenced at the CMB Bank Noord Branch this past Sunday!